GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:2973
ANSWERED ON:18.12.2008
TOURISM DEVELOPMENT
Rao Shri Sambasiva Rayapati

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has given a major push to Meetings, Incentives, Conventions and Exhibitions (MICE) to boost tourism in the country;

(b) if so, the details thereof; and

(c) the manner in which it is likely to improve tourist inflow in the country?

Answer

THE MINISTER OF TOURISM AND CULTURE(SMT. AMBIKA SONI)

(a) and (b): Yes, Sir. India is being promoted as a multi attraction tourism destination including MICE through the tourism offices in India and abroad. Literature and CDs on conference tourism are being distributed in potential markets for promotion of Meetings, Incentive, Conference and Exhibitions (MICE) tourism to India. Ministry of Finance had announced in the year 2007-08, a Tax Holiday for 5 years under Section 80-ID (1) of the Income Tax Act for Convention Centres in the National Capital Territory of Delhi and the districts of Faridabad, Gurgaon, Gautam Budh Nagar and Ghaziabad.

(c): India has successfully hosted the PATA Travel Mart 2008 in Hyderabad, India in September 2008. The PATA Travel Mart is the leading international Travel Mart in the Asia Pacific Region and hosting the event has given an opportunity to project India not only as a tourist destination, but as an important destination for Conferences and Conventions as well, there by giving a boost to business travel to the country.